



detroit girls about town

The Detroit Girls About Town (**DGAT**) motto is simple: keep Detroit girls **on the town and in the know**. We do that by **curating** the best in Detroit-focused music, lifestyle and culture. We're on the ground around the world because we realize that our **city limits don't just stop at 8 Mile**.

Founded in 2009, **DGAT's** original goal was to be the online go to guide for Metro-Detroit women seeking to get the most out of their city. At that time, many negative images and stereotypes circled around the city and we thought a little reclamation was in order. We sought to **narrate city life on our terms** and reveal a side of Detroit known to few.

Within months, the Website grew beyond the 143.0 sq mi of Detroit and was fast becoming a destination for men and women around the Web who shared our passion of experiencing the real Detroit.

Our thousands of monthly visitors log on to **DGAT** to find out how to get the most out of living in Detroit -- from where to find aerial yoga downtown to who sells the yummiest cupcakes and how to be savvy and safe at local festivals. They also log on to keep up with Detroit-born fashion labels, designers and musicians through our interviews and features.

Simply put, our readers know that anything worth doing in Detroit is never more than a click away.

*//**DGAT** curates Detroit's cultural capital*

*#What people get on a visit to **DGAT***

It's not a popularity contest... but if it were, we'd win. Here are a few of our most popular posts:

- Detroit's own Slows BBQ Shares Tips on 4th of July Grilling
- DGATrend: Ghetto Girl Nails
- Is Detroit Stressing You?
- The DGAT Guide to Moving to Detroit
- Detroit Music Video: Detroit 442 – Blondie
- It's Over: Best Spots to Break Hearts in Detroit

*#What people are saying about **DGAT***

"I **heart** your blog. Sweet and concise **like cupcakes!**"

" **love** your tumblr- So **glad** to have found you this morning!"

"**@dcfab** Now following one of the **hottest** lifestyle bloggers in Detroit: **@DGAT_mag**"

"**@LaurenWeber84 @DGAT_mag** Happy birthday! **Loving your content.** Keep it funky fresh in 2011!"

"I've asked people I've met on message boards and sites to give me an idea on how to get things done there, and your site was the first and only to lay it out in a way that felt **honest** and **optimistic**. Nice work **DGAT**, hope to see it all soon!"

*#The **DGAT** Audience - Gritty yet pretty*

Some figures on our fabulous readers:

- 92 percent are female
- 79 percent live in Metro Detroit
- 77 percent are under 35
- 96 percent have some college education and above
- 88 percent are single
- 60 percent are students
- 75 percent are employed

*Stats from our 2010 reader survey.

*#Social Media - We go **viral***

And we Tweet, Tumblr and get “liked.”

twitter.com/DGAT_mag

dgate.tumblr.com

facebook.com/dgatemag

*#Our Buzz - **Loud** as a made in Detroit engine*

We’ve been name-dropped on Twitter by the likes of supermodel **Veronica Webb**, travel writer and TV host **Broke-Ass Stuart**, clothing company **MooseJaw** and designer **Tracy Reese**.

We’ve also been written about in Real Detroit Weekly, Model D and MLive.com.

But our buzz isn’t just online - we’ve even partnered with the **Independent Film Channel** to give Broke-Ass Stuart and his TV crew a tour of our Detroit for an episode of **Young Broke and Beautiful**.

*#Advertising on **DGAT***

We have a variety of advertising and sponsorship packages available. Ad spots are in 728x90, 120x600 and 468x60 sizes. We also have custom space and Website wrapping upon request.

Email Advertising@dgatmag.com for reader stats, rates and availability. Please include a link to your website or business when inquiring.